

# CONTRACT



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

And:

**Media Strategies & Research/ POL**  
**11350 Randon Hills Road, Suite 670**  
**Fairfax, VA 22030**

<u>Contract / Revision</u> 710999 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> <b>09/04/12 - 09/09/12</b>		<u>Estimate #</u> <b>EST 11747</b>
<u>Advertiser</u> <b>Pace/ D/ Congress</b>		<u>Original Date / Revision</u> 08/30/12 / 08/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KUSA</b>	<u>Account Executive</u> House - KUSA/KTVD	<u>Sales Office</u> KUSA Denver L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KUSA	09/04/12	09/07/12	9News Daybreak 5a	5-530am		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$350.00	0.00			
N 2	KUSA	09/04/12	09/07/12	9News Daybreak 5:30a	530-6am		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$600.00	0.00			
N 3	KUSA	09/04/12	09/07/12	9News 6am	6-7am		:30				NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$1,100.00	0.00			
N 4	KUSA	09/04/12	09/07/12	Today Show	7-9am		:30				NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1221--				6	\$900.00	0.00			
N 5	KUSA	09/08/12	09/08/12	NBC Today Show (Sa)	5-7am		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$250.00	0.00			
N 6	KUSA	09/08/12	09/08/12	9News 7a Sat	7-9a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$650.00	0.00			
N 7	KUSA	09/09/12	09/09/12	9News 7a Sun	7-9a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$650.00	0.00			
N 8	KUSA	09/07/12	09/07/12	Today Show II	9-10am		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$350.00	0.00			
N 9	KUSA	09/05/12	09/07/12	9News at Noon	12p-1230p		:30				NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	--1-1--				2	\$275.00	0.00			
N 10	KUSA	09/06/12	09/06/12	Extra	1230p-1p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$275.00	0.00			
N 11	KUSA	09/05/12	09/05/12	The Doctors	1-2p		:30				NM	1	\$275.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

<u>Contract / Revision</u> 710999 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/04/12 - 09/09/12		<u>Product</u>
<u>Advertiser</u> Pace/ D/ Congress		<u>Estimate #</u> EST 11747
<u>Original Date / Revision</u> 08/30/12 / 08/30/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----				1	\$275.00	0.00			
N 12	KUSA	09/04/12	09/04/12	Days of Our Lives	M-F 2-3p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$450.00	0.00			
N 13	KUSA	09/04/12	09/07/12	Ellen	3-4p		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$300.00	0.00			
N 14	KUSA	09/04/12	09/07/12	9News 4pm	4p-5p		:30				NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1221--				6	\$600.00	0.00			
N 15	KUSA	09/04/12	09/07/12	9News 5pm	5p-530p		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$1,000.00	0.00			
N 16	KUSA	09/04/12	09/07/12	NBC Nightly News	530p-6p		:30				NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1-11--				3	\$1,500.00	0.00			
N 17	KUSA	09/04/12	09/07/12	9News 6 O'CLOCK	6p-630p		:30				NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1-11--				3	\$1,100.00	0.00			
N 18	KUSA	09/08/12	09/08/12	NBC Nightly News	430-5p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$1,200.00	0.00			
N 19	KUSA	09/08/12	09/08/12	9News 5p Sat	5-6p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$500.00	0.00			
N 20	KUSA	09/09/12	09/09/12	NBC Nightly News	430-5p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,200.00	0.00			
N 21	KUSA	09/04/12	09/04/12	Entertainment Tonight	630-7p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$1,200.00	0.00			
N 22	KUSA	09/04/12	09/07/12	Late News M-F	10-1035p		:30				NM	4	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$2,100.00	0.00			
N 23	KUSA	09/08/12	09/08/12	Late News (Sa)	Sat 10-1037p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$1,600.00	0.00			
N 24	KUSA	09/09/12	09/09/12	9News 10p Sun	10-1037p		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$2,100.00	0.00			
N 25	KUSA	09/09/12	09/09/12	Sun News Extended	1035-11p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$850.00	0.00			
N 26	KUSA	09/05/12	09/07/12	Tonight Show	1037-1137p		:30				NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	--1-1--				2	\$950.00	0.00			
Totals										0.00		60	\$52,600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KUSA-TV**  
**500 Speer Blvd.**  
**Denver, CO 80203**  
**(866)858-5322**

[www.9news.com](http://www.9news.com)

<u>Contract / Revision</u> 710999 /		<u>Alt Order #</u>
<u>Contract Dates</u> <b>09/04/12 - 09/09/12</b>	<u>Product</u>	<u>Estimate #</u> <b>EST 11747</b>
<u>Advertiser</u> <b>Pace/ D/ Congress</b>		<u>Original Date / Revision</u> 08/30/12 / 08/30/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/09/12	60	\$52,600.00	\$44,710.00
<b>Totals</b>	<b>60</b>	<b>\$52,600.00</b>	<b>\$44,710.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.